

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
October 21, 2009**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Thaddeus Smith, V.P.	The Music Box Theater
	Aziz Banayan	Algert Co., Inc.
	Greg Angelo	METRO
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Jeff Cohen	Gatehouse Capital
	Don Jacinto	Hollywood Roosevelt
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	Monica Yamada	CIM Group, Inc.
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Bill Farrar	Andrews International
	Steve Seyler	Andrews International
	Rick Larue	Insurance West

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 1:24 p.m.

II. Public Comment

Bonbright welcomed to the board Jim McPartlin who was elected by the board at their September 2009 meeting to fill the seat vacated by Shawn Ingram.

III. Approval of Minutes

It was moved by Greg Angelo, seconded by Jose Malagon and CARRIED to approve the minutes from the board's September 17, 2009 meeting. Unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report:

1. Approve Treasurer's Report from September 30, 2009: Kerry Morrison reviewed the financials with the board. Morrison informed the board that two of the three CDs which the board had purchased had expired and released back into the operating account. Once the next assessment installment is paid to the BID in 2010, Morrison informed the board that new CD's will be purchased to protect the assets in the new year.

It was moved by Tej Sundher, seconded by Jose Malagon and CARRIED to approve the Treasurer's Report from September 30, 2009. Unanimously approved.

2. Review of 2010 Draft Budget: The board was given a variance report that depicted the proposed 2010 budget. Morrison said that the budget had to be submitted to the city by December 1, 2009. The board will vote to approve the final version at their November 2009 meeting.

V. Committee/Activity Reports

A. Streetscape Committee:

1. Ivar Parking Structure Update: Sarah MacPherson reviewed with the board a draft letter to the City that requested a public restroom be installed in the proposed parking structure on Vine Street. The community had been promised a public restroom on the ground floor of the structure, and when the plans were released it was surprising to see that no provisions were made for a restroom. The board asked if the parking structure plans could accommodate a place to host a self cleaning public restroom unit on the property.

It was moved by Nathan Korman, seconded by Tej Sundher and CARRIED to submit the letter from the board to the City requesting a public restroom be installed in the proposed Ivar/Vine parking structure. Unanimously approved.

2. Report from Community Plan Briefing: MacPherson briefed the board on the briefing meeting that she organized for Board members of both BIDs. The Hollywood Community Draft Plan is currently available online. MacPherson noted that the draft EIR is scheduled to be released in late October, which will be followed by a 45 day comment period. There are still a number of steps that need to occur before the Mayor formally signs and adopts the plan.

3. Side and Backstreet Walk-Through: MacPherson reported that she is in the process of starting the third phase of the Side and Backstreet Projects. MacPherson and Diane Scanlan recently completed a walk-through of side and back streets in the BID, including Selma Avenue. The purpose of the walk-through was to identify potential locations where trees could be planted along these streets. The two discovered a total of 65 potential locations where trees

could be planted. The project will be funded through the additional money in the Special Projects fund. MacPherson is working with Scanlan on the next steps.

B. Security Committee:

1. Continued Discussion on Non-Lethal Use of Force Options for BID Security Officers: John Tronson informed the board that at the last Security Committee meeting the committee was shown a variety of non-lethal weapons that could potentially be carried by the BID officers. After hearing the pros and cons of each potential weapon and discussing the options with other law enforcement agencies in the room such as LAPD and the LASD the committee would like to recommend that the board authorize the purchase of X-26 Tasers for the BID officers. Bill Farrar from Andrews International assured the board that the officers would also be properly trained on the use of the taser by Andrews training staff before they would be issued to be used in the field. Tronson also reported that the costs for the five tasers would be split between the Hollywood Entertainment District and the Sunset and Vine BID on a 66% Hollywood/ 34% Sunset and Vine split.

It was moved by John Tronson, seconded by Thaddeus Smith and CARRIED to amend the contract between HPOA and Andrews International (Section 2(b) – Uniforms and Equipment) to provide for access to non-lethal taser weapon for BID Security officers. Cost of tasers to be split 66% Hollywood Entertainment District/34% Sunset and Vine BID and amortized over length of contract. Unanimously approved.

2. 10-31-2009 Planning Update: John Tronson reported that the LAPD is planning for what should be a very busy night. Tronson let the board know that Morrison has been advocating to have the Highland 101 Freeway off-ramp closed early to minimize traffic congestion in the west end of the BID, but the plan developed by the city is not calling for this strategy. In addition to this, the BID along with other community organizations, like the Chamber, has been uninvited to the final planning meeting for the event.

C. Marketing Committee:

1. Hollywood U update: Katie Zandona briefed the board on the progress that had been made on the initiative. Recently a brochure was released that featured the various learning institutions here in Hollywood. Zandona informed the board that due to a lack of available reporters the proposed media tour had to be canceled. However, the effort was still able to receive some coverage in a recent edition of the Los Angeles Business Journal and has gained steady momentum within the community.

2. Demographic Research Project Update: Zandona reported that three of the five candidates were brought in for interviews with the committee. After interviewing and reviewing the candidates' proposals, the committee would like to recommend that the study be granted to BW Research. Tej Sundher and Chris Bonbright gave the board a summary as to the committee's reasoning for choosing BW Research. Morrison informed the board that after the committee receives and reviews the final proposal for the research, the board will have an action item on their November agenda to vote on going forward with the project.

3. New Places and Spaces Guide: Zandona said that a marketing intern has been hired and will begin working next week on the BID's "Places and Spaces Guide."

4. Updated BID BIZ: Zandona let the board know that the next edition of BID BIZ will be going out via e-mail.

D. Nominating Committee

1. Preparations for November 19 Annual Meeting: Nathan Korman informed the board that applications for board officer positions have been received and that the committee is

currently conducting interviews and will have a slate to present to the board in time for their November 19, 2009 Annual Meeting.

VI. Old Business

A. City Ethics Commission Update: Morrison informed the board that despite several BIDs efforts, the municipal lobbying ordinance is still defining the BID non-profits as a "lobbying organization" and staff who make five contacts with city officials (elected, appointed or staff) in a calendar month, would have to register as lobbyists. The board also suggested that Jeff Briggs take a look at this situation to see if there are any red-flags raised that these requirements would impede free speech or civic engagement.

It was moved by Jan Martin, seconded by Tej Sundher and CARRIED to approve that the staff take actions to seek exemption of BID nonprofit organizations from proposed Municipal Lobbying Ordinance and to seek advice from legal counsel as to what options the BID has to be removed from the ordinance. Unanimously approved.

VII. New Business

A. CUP Renewal Process: Morrison reviewed with the board the proposed letter that would be sent to Council President Eric Garcetti supporting a reform effort of the CUP process.

It was moved by Jose Malagon, seconded by Thaddeus Smith and CARRIED that the HPOA would support a policy position calling for a Hollywood pilot project to streamline the CUP renewal process for existing businesses as a potential model for broader application in the city of Los Angeles. Unanimously approved.

B. Top Ten Lessons Learned in Milwaukee: Sarah MacPherson and Joe Mariani Jr. presented to the board the top ten lessons they discovered during this year's Annual International Downtown Association conference.

VIII. Report from Executive Director

A. December Strategic Planning Retreat: Morrison informed the board that she is looking into trying to obtain a facilitator for a strategic planning retreat for the board in December.

IX. Next Meeting

The next meeting was scheduled for Thursday, November 19, 2009 at 4:00 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 3:40 p.m.